

Steve Wright

From: Bendorf, Robert [rbendorf@co.yuba.ca.us]
Sent: Thursday, December 10, 2009 10:08 AM
To: swright@wheatland.ca.gov
Cc: Margo, Randy
Subject: FW: Greening Main Street Initiative for Marysville/Yuba County
Attachments: Greening Main Street Resolution2.doc; ATT1491661.htm;
Greening_Main_Street_Letter_Template2.doc; ATT1491662.htm;
Greening_Marysville_Program_Write-up2.pdf; ATT1491663.htm

Steve,

FYI – The BOS signed a letter of intent the other day at the Board meeting. Supervisor Abe felt this may be a benefit to Wheatland. Marysville has completed their letter of intent as well and they are moving forward. I am forwarding this to you via a request from Supervisor Abe.

Let us know if you have any questions or you may want to contact Steve Casey at Marysville.

Robert Bendorf, County Administrative Officer
Yuba County
915 8th St.
Marysville, CA 95901
530-749-7575

"We are committed to providing responsive, innovative and sustainable services that enhance the quality of life and uphold the public trust and interest."

From: Stottlemeyer, Donna **On Behalf Of** Board Comments
Sent: Monday, December 07, 2009 12:00 PM
To: Bendorf, Robert
Subject: FW: Greening Main Street Initiative for Marysville/Yuba County

Donna Stottlemeyer
Clerk of the Board of Supervisors
915 Eighth Street, Suite 109
Marysville, CA 95901
County of Yuba
530 749-7510
530 749-7353 Fax

"Creating a 'golden' future in Yuba County by: Inspiring a community of participation..."

From: Stephen Miller [mailto:stephen@seiinc.org]
Sent: Monday, December 07, 2009 11:34 AM
To: Board Comments
Subject: Greening Main Street Initiative for Marysville/Yuba County

Hello, Donna.

1/7/2010

As we discussed, I'd greatly appreciate it if you could distribute this email and attachments to Supervisor Mary Jane Griego and Robert Bandorf.

Many thanks,

Steve

Stephen Miller
Deputy Director
Strategic Energy Innovations
899 Northgate Drive, Suite 410
San Rafael, CA 94903
415-507-2186
stephen@seiinc.org
www.seiinc.org

I'm following up as promised to provide you with some additional background regarding a proposal on which we are working with the City of Marysville to structure a commercial sector green business certification and efficiency upgrade initiative that will include a local worker training and paid internship/apprenticeship component with area contractors. We would very much like to also include Yuba County as part of this proposal.

The proposal is in response to a solicitation from Pacific Gas & Electric Co. under their 'Innovator Pilots Program.' Grant proposals are due next Monday (12/14). This week, we would like to confirm the County's interest in partnering with us on this grant and to obtain a letter of support that we could include as part of our proposal. To support this, I've also attached our Marysville program flyer, letter of support template and draft Council resolution language that you can review and tailor as you best see fit. The letter of support is what we will specifically need for inclusion in our grant application,

I look forward to hearing from you about this program support request later this week. Please let me know if you have any questions or concerns.

Regards,

Steve

Stephen Miller
Deputy Director
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1/7/2010



City of Wheatland

111 C Street Wheatland, California 95692

TELEPHONE (530) 633-2761

FAX (530) 633-9102

December 10, 2009

Pacific Gas and Electric Co.
Innovator Pilots Program
Contact: Innovation@PGE.com

RE: Letter of Commitment for Pacific Gas and Electric Company's Innovator Pilots Program

Dear Proposal Reviewers,

The City of Wheatland is proud to provide this commitment in support of the **'Greening Main Street' Pilot Program** being proposed under the above referenced solicitation.

The 'Greening Main Street' Program is an ambitious and critically needed "green" business assessment, upgrade, and certification initiative that will substantially improve the energy efficiency of the commercial districts within the county. We feel that such a Program helps to address a number of pressing needs within our County, delivering noteworthy energy and operational savings to our businesses while offering a stimulant to our local economy through tapping and expanding our technical workforce. Furthermore, we believe that the Greening Main Street model offers a high likelihood of success and transferability since it's based on an approach that has been successfully implemented across a host of other California communities - while providing for the flexibility to address local interests, resources and partners, in addition to providing a concrete pathway for expanding local green jobs.

The City of Wheatland, in concert with the City of Marysville and Yuba County, is committed to contributing to the success of the Greening Main Street initiative, both for the pilot program funding period and beyond, since we see it as building on local supports that are already in place, and since the Program offers great potential for diversified funding and for establishing an ongoing public-private partnership focused on realizing quantifiable and significant energy, climate and cost savings. In short, the activities and impacts of the Greening Main Street Program line up well with our mission to provide for the economic and environmental health of our community.

We sincerely hope you select this Program for funding, as we strongly believe that it will provide for an innovative solution to PG&E's broader objective to meet new energy savings and greenhouse gas emissions that align with the State's Strategic Plan.

Sincerely,

Stephen L. Wright
City Manager

Cc: City Council

RESOLUTION NO. ____-10

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WHEATLAND
TO SUPPORT THE GREENING MAIN STREET PILOT**

WHEREAS, as stewards of the community, the City of Wheatland embraces environmental sustainability as an important concern,

WHEREAS, the City of Wheatland aspires to be a municipal leader in energy efficiency and environmental sustainability,

WHEREAS, the City of Wheatland has a goal of improving the efficiency, reducing the climate emissions and lowering the operational costs of all businesses located within the County; and

WHEREAS, the City of Wheatland desires to engage local contractors in meaningful work and to provide a pathway to train and up-skill unemployed and underemployed workers residing within its boundaries,

WHEREAS, appropriate investments in energy efficiency and local workforce development will have a positive environmental and financial impact on the County,

WHEREAS, the City of Wheatland has concluded that local technical workforce development, along with the energy efficiency assessments and upgrades applied to the commercial sector can further the following goals:

1. Reduce energy use and CO2 emissions
2. Reduce business operational costs
3. Stimulate the local technical workforce and help to reduce unemployment within the County
4. Conserve valuable resources used in the operations and services of County businesses.

NOW THEREFORE BE IT RESOLVED THAT, the Council, support these energy efficiency, climate and local workforce development objectives and hereby adopts The Greening Main Street Pilot Program to improve the environmental performance of County-based businesses.

- A. The purpose of this fund will be to design and launch a green business assessment and certification program that includes energy efficiency audits and upgrades to participating businesses.

- B. This Program will seek to leverage existing programs, financial and technical resources aimed at improving the local commercial infrastructure.
- C. To support the launch and initial implementation of this Program, County Staff will look to Strategic Energy Innovations, a San Rafael-based nonprofit organization, to serve as the Greening Main Street overall Program Manager.
- D. Guidelines for the design and implementation of the Greening Main Street Pilot Program will be fully detailed after the program grant/funding award.
- E. Funding for the Greening Main Street Pilot Program will come from external parties and not from the City of Wheatland.

PASSED AND ADOPTED by the City Council of the City of Wheatland on the 12th day of January, 2010 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Enita Elphick, Mayor

Attest:

Lisa J. Thomason, City Clerk



The Greening Main Street Program for the City of Marysville

What is *Greening Main Street*?

The '*Greening Main Street*' Program is an ambitious 'green' business assessment, upgrade and certification program that aims to substantially improve the efficiency and reduce the operating costs of commercial facilities within the downtown area of the City of Marysville, in addition to addressing the pressing challenge of Marysville's exceptionally high unemployment rate. Pending funding approval, this pilot program, which may also be extended to include Yuba County, will be established in 2010 and continue through 2012 and will be implemented locally to maximize the level of Program engagement and subsequent quantifiable energy, climate and economic development impacts.

How will it work?

The Program will seek to establish a local public-private partnership structure that will provide ongoing support to small business and other local institutions to realize cost-effective energy efficiency retrofit measures and 'green' operational modifications. Such an approach is based on one that has been successfully implemented in the Greater Stockton Area, and (to a lesser degree) across a host of other California communities. Strategic Energy Innovations, a community-focused nonprofit organization, will serve as the Greening Main Street Program Manager and overall organizing agent, working across City staff, participating businesses, area contractors and other program partners. The Program will also provide for a 'green' job training and contractor apprenticeship initiative, designed to skill and place local workers with Program technicians, in addition to providing for business partner peer learning and recognition. The Program will be funded externally for the 3-year period, with the aim of diversifying Program funding sources over time.

How will the Program benefit our community?

- 1.) ***Lower the cost of doing business:*** Through participating in this certification program, local businesses will teach each other about the benefits of going green, in addition to receiving energy efficiency audits and upgrades designed to lower their energy use, reduce local carbon emissions and provide operational savings.
- 2.) ***Employ local contractors and expand local 'green' jobs:*** Area technical contractors will be reviewed and asked to join the Program as technical (energy efficiency audits and upgrades) support. Area unemployed and underemployed workers will be targeted to receive technical training and apprenticeship placement with these local contractors.
- 3.) ***Leverage External Programs and Funding:*** In addition to federal funding, the Greening Main Street team will seek out additional (utility, state and private) technical expertise and financing resources to ensure Program longevity.

What are the areas for Program engagement?

We are currently scoping out Program interest and support across a variety of areas, including: Program marketing and business sector outreach; local contractor outreach and training; local workforce training and oversight of technical apprenticeships; business partner recognition and peer learning support. To learn more about the Greening Main Street Pilot Program, please contact:

Stephen Miller
Strategic Energy Innovations
Email: Stephen@seiinc.org
Phone: 415-507-2186

